

Compelling Business Storytelling: Narrative Techniques for Human Connection and Buy-in

Core skills developed



Decision making & judgement



Productivity & personal effectiveness



Leading self & others



Digital literacy & tool confidence



Effective communication



Adaptability & learning agility



Relationship & stakeholder management



Emotional intelligence (EQ)



Analytical thinking & problem solving

Benefits

Stories that bridge perspectives, simplify goals and spark movement.

Data informs but stories move people. In a distracted workplace, the ability to bridge perspectives through narrative is a significant professional advantage. This course shifts storytelling from a creative extra into a practical tool for driving collective movement and team alignment. Participants learn to clarify their core message and adapt their delivery to resonate with diverse stakeholders.

By aligning relevant evidence with a sincere human voice, professionals can simplify complex goals and secure the buy-in needed to move ideas forward. The result is more credible communication and stronger strategic trust across teams when collective movement matters most.



Participants will secure faster approval for ideas by presenting data through narrative frameworks that resonate with decision makers.



Stakeholders will gain clarity on strategic and project goals and feel connected to priorities, leading to smoother collaboration and faster decision-making.



Your organisation will achieve greater strategic alignment and workforce agility as teams connect and share common goals.

Modules

Know your story

1

- Distilling the central message to ensure stakeholders retain what matters most
- Constructing concise and work relevant-narratives around a core idea

Competency: Synthesise information into a focused and memorable business narrative.

Know your audience

2

- Identifying the specific priorities and motivations that drive stakeholder decisions
- Tailoring the narrative approach to increase engagement and personal buy-in

Competency: Adapt a business story to meet the specific expectations of different stakeholder groups.

Strengthen your story

3

- Integrating context and real world challenges to make narratives more compelling
- Applying data storytelling techniques to provide evidence for key points

Competency: Enhance the credibility of a story by integrating supporting data and relatable examples.

Developing fresh pathways for progress

4

- Synchronising voice and body language to words to reinforce professional intent
- Presenting complete business stories while remaining responsive to audience cues

Competency: Deliver a complete narrative with a steady presence that builds trust and invites audience connection.

Outcomes

- ★ Participants will secure faster approval for ideas by presenting data through narrative frameworks that resonate with decision makers.
- ★ Adapt storytelling content, emphasise and detail for different stakeholders, ensuring the narrative resonates with the specific needs of the audience
- ★ Reinforce narratives through the deliberate use of voice and body language to build trust and strengthen connection.